



## Fruits & Veggies, More Matters™!

Fruits & Veggies — More Matters™ is a dynamic health initiative that consumers will see in stores, online, at home and on packaging. It replaces the existing 5 A Day awareness program and will leverage the 5 A Day heritage and success to further inspire and support consumers to eat more fruits and vegetables, showcasing the unrivaled combination of great taste, nutrition, abundant variety, and various product forms (fresh, frozen, canned, dried, and 100% juice). It will also build upon the body of science indicating that increased daily consumption of fruits and vegetables may help prevent many chronic diseases.

The Centers for Disease Control and Prevention (CDC) and Produce for Better Health Foundation (PBH) are leading this initiative and are in partnership with other health organizations. The goal is to achieve increased daily consumption of fruits and vegetables.

The amount of fruits and vegetables your family needs daily depends on caloric needs, which are determined by age, gender and activity level. Given the abundant variety and multiple product forms from which to choose, eating the recommended amount is easier than you think. Every step taken toward eating more fruits and vegetables helps your family be at their best!

See the charts for your recommended daily intakes.



### FOR WOMEN Fruit & Veggie Daily Intake

Activity Level	Age	Fruit (cups)	Veggies (cups)
Less Active	19-30	1 1/2	2 1/2
	31-50	1 1/2	2 1/2
	51+	1 1/2	2
Moderately Active	19-50	2	3
	51+	1 1/2	2 1/2
Active	19-50	2	3
	51+	2	3

### FOR MEN Fruit & Veggie Daily Intake

Activity Level	Age	Fruit (cups)	Veggies (cups)
Less Active	19-50	2	3 1/2
	51+	2	3
Moderately Active	19-30	2	3 1/2
	31+	2	3 1/2
Active	19-30	2 1/2	4
	31-51	2 1/2	4
	51+	2 1/2	3 1/2

Source: Centers for Disease Control and Prevention  
"Know the amounts you need each day"

live healthy. eat healthy. be healthy.

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